

In the claims:

1. (Currently Amended) A method for marketing comprising:
 - (a) creating a record in a database;
 - (b) customizing a workflow parameter for said record entering the record into a workflow having at least two stations, wherein each station represents a marketing opportunity;
 - (c) assigning an initial station for said record being entered into said workflow, wherein the step of assigning an initial station is based upon an identified source of said record to said workflow and parameters of said stations in said workflow;
 - (d) managing said record in said workflow based upon said initial station assignment;
 - (e) acting upon said record in said workflow within a station parameter of said initial station; and
 - (f) promoting said record in said workflow based upon completion of the step of acting upon said record in said workflow within a station parameter wherein said promotion includes a next stage selected from a group consisting of: another station, and exit from workflow.
2. (Original) The method of claim 1, further comprising selecting a subsequent station within said workflow for said record.
3. (Previously Presented) The method of claim 1, wherein the step of customizing a workflow parameter for said record includes assigning a duration for a record to remain in a station.
4. (Previously Presented) The method of claim 1, wherein the step of customizing a workflow parameter includes defining a subsequent station for said record.
5. (Currently Amended) The method of claim 1, wherein the step of customizing a

workflow ~~parameters~~ parameter includes creating an action to be conducted by a user upon said record.

6. (Previously Presented) The method of claim 1, further comprising compiling a report of said record.
7. (Previously Presented) The method of claim 6, wherein said report includes parameters selected from a plurality of fields of said record.
8. (Previously Presented) The method of claim 6, wherein said report is ~~an~~ automatically generated.
9. (Previously Presented) The method of claim 8, further comprising setting a frequency for generating said report.
10. (Original) The method of claim 8, further comprising selecting a medium for communicating said report.
11. (Original) The method of claim 10, wherein said medium is selected from the group consisting of: electronic mail, a print copy, and a hyperlink to a browser page.
12. (Previously Presented) The method of claim 1, further comprising creating an opportunity within said workflow parameter for marketing a product.
13. (Previously Presented) The method of claim 12, wherein said opportunity includes workflow parameters for the product.
14. (Original) The method of claim 1, wherein each record is defined by an originating source.

15. (Original) The method of claim 14, further comprising said source providing a selection of originating stations in said workflow.
16. (Previously Presented) The method of claim 1, wherein the step of customizing a workflow parameter for said record includes amending a station definition.
17. (Original) The method of claim 1, further comprising resolving a duplicate record.
18. (Previously Presented) The method of claim 1, further comprising removing said record from said database.
19. (Original) The method of claim 1, further comprising removing a user from said database.
20. (Previously Presented) The method of claim 19, wherein the step of removing said user includes reassigning said record from said user.
21. (Original) The method of claim 1, further comprising importing multiple records from an external source.
22. (Original) The method of claim 21, wherein the step of importing includes creating a file import map within the parameters of the database.
23. (Currently Amended) A computer system for marketing comprising:
 - a database adapted to store at least one record;
 - a workflow in said database having at least two stations with each station representing a marketing opportunity;
 - a customized workflow parameter for said record;
 - an initial station assigned to said record upon entry into said workflow , wherein

the initial station is assigned based upon a source of said record and definitions of said stations;

a workflow parameter to manage said record based upon said initial station assignment, wherein said workflow parameter provides instruction of a required action on a record; and

a next stage for said record upon completion of an action in said initial station, wherein said next stage is selected from a group consisting of: another station and exit from said workflow.

24. (Previously Presented) The system of claim 23, wherein said instruction selects a subsequent station within said workflow for said record.
25. (Previously Presented) The system of claim 23, wherein said workflow parameter defines an action to be conducted upon said record during a duration in a station.
26. (Previously Presented) The system of claim 23, further comprising an instruction to compile a report of said record.
27. (Previously Presented) The system of claim 26, wherein said report includes parameters selected from a field of said record.
28. (Original) The system of claim 26, wherein said report is an automatically generated report.
29. (Original) The system of claim 28, further comprising an instruction to set a frequency to generate said report.
30. (Original) The system of claim 26, further comprising an instruction to set a medium to communicate said report.

31. (Original) The system of claim 30, wherein said medium is selected from the group consisting of: electronic mail, a print copy, and a hyperlink to a browser page.
32. (Previously Presented) The system of claim 23, further comprising an instruction to create an opportunity within said workflow parameter to market a product.
33. (Original) The system of claim 23, wherein each record is defined by an originating source.
34. (Previously Presented) The system of claim 33, wherein said originating source provides a selection of an originating station for said record in said workflow parameter.
35. (Previously Presented) The system of claim 23, wherein said workflow parameter is amendable.
36. (Previously Presented) The system of claim 23, further comprising an instruction to resolve a duplicate record.
37. (Previously Presented) The system of claim 23, further comprising an instruction to remove a record from said database.
38. (Original) The system of claim 23, further comprising an instruction to remove a user from said workflow parameter.
39. (Previously Presented) The system of claim 38, wherein said instruction includes a secondary instruction to reassign a record to an alternative user.
40. (Original) The system of claim 23, further comprising in instruction to import multiple records form an external source.

41. (Previously Presented) The system of claim 40, wherein said import instruction utilizes an import map to facilitate said import of records.
42. (Currently Amended) A method for marketing comprising:
- (a) creating a record in a database;
 - (b) customizing a workflow parameter for said record wherein said workflow parameter includes at least two stations with each station being a different marketing opportunity;
 - (c) assigning a specific initial station for said record being entered into said workflow, wherein the step of assigning an initial station is based upon a definition of said initial station;
 - (d) managing said record in said workflow parameter based upon said initial station assignment;
 - (e) acting upon said record in said workflow parameter within a station parameter of said initial station; and
 - (f) ~~selecting a subsequent station within said workflow for said record promoting said record to a locale selected from a group consisting of: a next station in said workflow parameter and exit of said workflow parameter, wherein said promotion is based upon said marketing opportunity of said initial station and said locale.~~
43. (Previously Presented) The method of claim 42, further comprising compiling a progress report of said record.
44. (Previously Presented) The method of claim 43, further comprising selecting a medium for communicating said report.
45. (Previously Presented) The method of claim 43, further comprising automatically generating said report at a specified frequency.

46. (Previously Presented) The method of claim 42, further comprising entering a new record into the database.
47. (Previously Presented) The method of claim 46, wherein said new record is imported from an external source.
48. (Previously Presented) The method of claim 47, further comprising compiling an import map to convert a format of said external source to said database.
49. (Previously Presented) The method of claim 42, further comprising adding custom fields to the record.
50. (Original) The method of claim 42, further comprising providing a personal reminder schedule for a user of the database.
51. (Currently Amended) An article comprising:
a computer-readable signal-bearing medium;
means in the medium for customizing a workflow parameter for a record within a database workflow;
means in the medium for assigning a specific initial station for said record based upon a definition of said station and a source from which said record entered said workflow; and
means in the medium for managing said record within said workflow parameter based upon said initial station assignment; and
means in the medium for acting upon said record in said workflow parameter within a station parameter of said initial station.
52. (Previously Presented) The article of claim 51, wherein the medium is selected from a group consisting of: a recordable data storage medium, and a modulated carrier signal.

- 53. (Previously Presented) The article of claim 51, further comprising means in the medium for generating a report of said record within said workflow.
- 54. (Previously Presented) The article of claim 51, further comprising means in the medium for importing a new record into said database.
- 55. (Previously Presented) The article of claim 51, further comprising means in the medium for customizing a field of said record.
- 56. (Previously Presented) The article of claim 51, further comprising means in the medium for a reminder schedule associated with said record.